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**TO:** Department Commanders and Adjutants  
**FROM:** J. Marc Burgess, National Adjutant  
**DATE:** March XX, 2021  
**SUBJECT:** Department Convention Publicity Kit and Welcome Letter

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Dear DAV Department Leaders,

As your department convention draws near, we want to help ensure you have easy access to the tools you need to execute a successful event.

Attached, please find the DAV Publicity Kit for 2021 department conventions. This resource will help you to engage media, inform the public and get the word out about your department's convention. As planning for this event gets underway, the kit can be a valuable source in amplifying your efforts and generating interest from local reporters as well as potential new members and volunteers.

In addition, we are providing a video message and a welcome letter from National Commander Stephen "Butch" Whitehead and me that you can share with attendees if you so choose. If you are connected to the internet you can view and play the video [here](#). If you prefer a downloadable version so that you can play the video at your department convention without access to internet please email Assistant National Communications Director Bryan Lett at [blett@dav.org](mailto:blett@dav.org) and he will be happy to provide you with that link.

We are extremely grateful for all the hard work our chapters and departments put in this past year and want to ensure our members know we appreciate their ongoing commitment to veterans and the organization.

As for the ongoing battle against COVID-19, DAV will continue to take our direction from global, federal and local health officials, including the World Health Organization and the Centers for Disease Control and Prevention (CDC). We're aware that many of our members are at a higher risk for this type of illness and we greatly appreciate the thoughtful leadership of our departments and chapters. As a leader, it's never easy to balance the need to accomplish the mission with caring for your most important resource—your veterans and their families. All of you have made me extremely proud, but we all must continue to place the safety and well-being of our members, volunteers and communities first in the decisions we make.

We suggest that you:

- Continue to monitor coverage of the virus through reliable sources, such as the CDC website: <https://www.cdc.gov/coronavirus/2019-ncov/index.html>.
- Inquire with the hotel hosting your convention if they have the following measures in place:
  - Increased cleaning protocols, including more frequent wiping and disinfecting of touch points such as door handles, elevator buttons, handrails, restroom stall doors and sinks in the convention facility during occupied hours.
  - Added hand-sanitizer stations strategically placed throughout the facility.
  - Reinforced food safety standards, including frequent hand-washing and making alcohol-based hand gel available at every food station and table at food outlets.

Steps each of us as individuals should be taking to protect ourselves and those around us include:

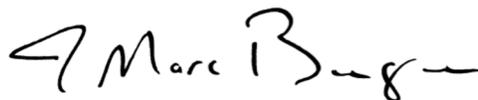
- Washing hands often with soap and water for at least 30 seconds.
- Refraining from shaking hands.
- Not touching our eyes, nose or mouth with unwashed hands.
- Covering our mouth and nose with a tissue when coughing or sneezing and properly discarding tissues after use.
- Cleaning and disinfecting phones, keyboards and computer mice regularly.
- Avoiding close contact with people who are visibly sick.
- Staying home if exhibiting cold or flu symptoms.

If the pandemic worsens in the coming weeks, our department and National Constitution and Bylaws provide guidance for continuity of leadership. Clarification in that regard will be provided if necessary.

If you have further questions related to COVID-19, please do not hesitate to contact Inspector General Ed Hartman at DAV National Headquarters at [ehartman@dav.org](mailto:ehartman@dav.org).

If you have any further questions regarding the media kit or any outreach efforts, feel free to contact Assistant National Communications Director Bryan Lett.

With sincere gratitude for your service,



J. Marc Burgess  
National Adjutant